

ORDER



WAVY

Orders
Order / Rev: 198359
Alt Order #: 06841676
Product Desc: 8/13-8/29 LCV/SENATE MAJ PAC
Estimate: 1611
Flight Dates: 08/16/12 - 08/29/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/LCV Senate Majority
Demographic: A35+
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	97	\$74,750.00	\$63,537.50
08/27/12	08/29/12	26	\$17,900.00	\$15,215.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	97	\$74,750.00	\$63,537.50	0.00
September 2012	26	\$17,900.00	\$15,215.00	0.00
Totals	123	\$92,650.00	\$78,752.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	42%	\$92,650.00
Market	100%	\$220,595.24

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	4%	\$8,823.81
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$48,530.95
WTVZ	0%	\$0.00
WVBT	6%	\$13,235.71
WVEC	26%	\$57,354.76

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/16/12	08/17/12	WAVY News @ Sunrise	CM	5a-6a	---TF--	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
WAVY News @ Sunrise															
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	---TF--			1		\$700.00		0.00				
E 2	WAVY	08/16/12	08/17/12		CM	6a-7a	---TF--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00

Advertiser:	POL/LCV Senate Majority
Product Desc:	8/13-8/29 LCV/SENATE MAJ PAC
Estimate:	1611

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY 6AM News											
				WAVY 6AM News											
				AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	---TF--		1		\$1,800.00		0.00					
E 3	WAVY	08/19/12	08/26/12	WAVY Early Today New	CM	430-5a	-----S	:30	1	\$200.00	P1	0.00	NM	2	\$400.00
				WAVY News 430-5am											
				EARLY TODAY .											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S		1		\$200.00		0.00					
Week:		08/20/12	08/26/12	-----S		1		\$200.00		0.00					
E 4	WAVY	08/18/12	08/25/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$400.00	P1	0.00	NM	2	\$800.00
				WAVY News 10 Sa 6a											
				WAVY NEWS 10 SATURDAY @ 6AM updated											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S-		1		\$400.00		0.00					
Week:		08/20/12	08/26/12	-----S-		1		\$400.00		0.00					
E 5	WAVY	08/18/12	08/25/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$800.00	P1	0.00	NM	2	\$1,600.00
				WAVY News 10 Sa 7a											
				SATURDAY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S-		1		\$800.00		0.00					
Week:		08/20/12	08/26/12	-----S-		1		\$800.00		0.00					
E 6	WAVY	08/18/12	08/25/12	Today Show Sa	CM	8a-10a	-----S-	:30	2	\$1,200.00	P1	0.00	NM	4	\$4,800.00
				Today Show Saturday											
				SATURDAY TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S-		2		\$1,200.00		0.00					
Week:		08/20/12	08/26/12	-----S-		2		\$1,200.00		0.00					
E 7	WAVY	08/19/12	08/26/12	WAVY News 10 Sunday	CM	6a-7a	-----S	:30	1	\$400.00	P1	0.00	NM	2	\$800.00
				WAVY News 10 Sunday 6a											
				SUNDAY EARLY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S		1		\$400.00		0.00					
Week:		08/20/12	08/26/12	-----S		1		\$400.00		0.00					
E 8	WAVY	08/19/12	08/26/12	WAVY News 10 Sunday	CM	7a-8a	-----S	:30	1	\$800.00	P1	0.00	NM	2	\$1,600.00
				WAVY News 10 Sunday 7a											
				SUNDAY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S		1		\$800.00		0.00					
Week:		08/20/12	08/26/12	-----S		1		\$800.00		0.00					
E 9	WAVY	08/19/12	08/26/12	Today Show Su	CM	8a-9a	-----S	:30	1	\$1,200.00	P1	0.00	NM	2	\$2,400.00
				Today Show Sunday											
				SUNDAY TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S		1		\$1,200.00		0.00					
Week:		08/20/12	08/26/12	-----S		1		\$1,200.00		0.00					
E 10	WAVY	08/16/12	08/17/12	Today Show 2	CM	9a-10a	---TF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Today Show 2											
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	---TF--		1		\$500.00		0.00					
E 11	WAVY	08/16/12	08/17/12	WAVY News 10 @ Noon	CM	12p-1p	---TF--	:30	2	\$250.00	P2	0.00	NM	2	\$500.00
				News 10 @ Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	---TF--		2		\$250.00		0.00					
E 12	WAVY	08/16/12	08/17/12	Days of Our Lives	CM	1p-2p	---TF--	:30	2	\$350.00	P2	0.00	NM	2	\$700.00
				Days of Our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	---TF--		2		\$350.00		0.00					

Order / Rev: 198359
 Alt Order #: 06841676
 Flight Dates: 08/16/12 - 08/29/12

Advertiser: POL/LCV Senate Majority
 Product Desc: 8/13-8/29 LCV/SENATE MAJ PAC
 Estimate: 1611

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	WAVY	08/20/12	08/27/12	Mon Hour 2 Monday 9-10p	CM	9p-10p	M-----	:30	1	\$1,400.00	P2	0.00	NM	2	\$2,800.00
STARS EARN STRIPES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	M-----					1	\$1,400.00		0.00			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$1,400.00		0.00			
E 25	WAVY	08/22/12	08/29/12	Wed Hour 1 Wednesday 8-9p	CM	758p-9p	--W----	:30	1	\$1,200.00	P2	0.00	NM	2	\$2,400.00
BETTY WHITE/UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	--W----					1	\$1,200.00		0.00			
Week: 08/27/12		08/27/12	09/02/12	--W----					1	\$1,200.00		0.00			
E 26	WAVY	08/17/12	08/24/12	Fri Hour 1 Friday 8-9p	CM	8p-9p	----F--	:30	1	\$700.00	P2	0.00	NM	2	\$1,400.00
WHITNEY/COMMUNITY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	----F--					1	\$700.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	----F--					1	\$700.00		0.00			
E 27	WAVY	08/16/12	08/17/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	---TF--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	---TF--					1	\$1,800.00		0.00			
E 28	WAVY	08/18/12	08/25/12	LN Sa WAVY News 10 @ 11 Sat	CM	11p-1130p	-----S-	:30	1	\$1,800.00	P1	0.00	NM	2	\$3,600.00
SATURDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-					1	\$1,800.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	-----S-					1	\$1,800.00		0.00			
E 29	WAVY	08/19/12	08/26/12	LN Su WAVY News 10 @ 11 Sun	CM	11p-1130p	-----S	:30	1	\$1,800.00	P1	0.00	NM	2	\$3,600.00
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S					1	\$1,800.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$1,800.00		0.00			
E 30	WAVY	08/16/12	08/17/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	---TF--	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	---TF--					1	\$400.00		0.00			
E 31	WAVY	08/18/12	08/19/12	PGA PGA	CM	PGA	-----SS	:30	2	\$250.00	P3	0.00	NM	2	\$500.00
2012 US AMATEUR CHAMPIONSHIP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----SS					2	\$250.00		0.00			
E 32	WAVY	08/19/12	08/19/12	NFL Pre-Season Game NFL Pre-Season Game	CM	NFL Pre-Season G	-----S	:30	2	\$2,500.00	P3	0.00	NM	2	\$5,000.00
PRE-SEASON NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S					2	\$2,500.00		0.00			
E 33	WAVY	08/20/12	08/24/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	MTWTF--	:30	4	\$700.00	P1	0.00	NM	4	\$2,800.00
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--					4	\$700.00		0.00			
E 34	WAVY	08/27/12	08/29/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	MTW----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTW----					1	\$700.00		0.00			
E 35	WAVY	08/20/12	08/24/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	MTWTF--	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--		2				\$1,800.00		0.00			
E 36	WAVY	08/27/12	08/29/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	MTW----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		1				\$1,800.00		0.00			
E 37	WAVY	08/20/12	08/24/12	Today Show 2 Today Show 2	CM	9a-10a	MTWTF--	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--		4				\$500.00		0.00			
E 38	WAVY	08/27/12	08/29/12	Today Show 2 Today Show 2	CM	9a-10a	MTW----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		1				\$500.00		0.00			
E 39	WAVY	08/20/12	08/24/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	MTWTF--	:30	5	\$250.00	P2	0.00	NM	5	\$1,250.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--		5				\$250.00		0.00			
E 40	WAVY	08/27/12	08/29/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	MTW----	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		3				\$250.00		0.00			
E 41	WAVY	08/20/12	08/24/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWTF--	:30	6	\$350.00	P2	0.00	NM	6	\$2,100.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--		6				\$350.00		0.00			
E 42	WAVY	08/27/12	08/29/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTW----	:30	3	\$350.00	P2	0.00	NM	3	\$1,050.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		3				\$350.00		0.00			
E 43	WAVY	08/20/12	08/24/12	M-F 2-3p The Doctors	CM	2-3p	MTWTF--	:30	5	\$200.00	P2	0.00	NM	5	\$1,000.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--		5				\$200.00		0.00			
E 44	WAVY	08/27/12	08/29/12	M-F 2-3p The Doctors	CM	2-3p	MTW----	:30	3	\$200.00	P2	0.00	NM	3	\$600.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		3				\$200.00		0.00			
E 45	WAVY	08/20/12	08/24/12	M-F 4-5p M-F 4-5p	CM	4p-5p	MTWTF--	:30	5	\$400.00	P2	0.00	NM	5	\$2,000.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--		5				\$400.00		0.00			
E 46	WAVY	08/27/12	08/29/12	M-F 4-5p M-F 4-5p	CM	4p-5p	MTW----	:30	3	\$400.00	P2	0.00	NM	3	\$1,200.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		3				\$400.00		0.00			
E 47	WAVY	08/27/12	08/29/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	MTW----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
5PM NEWS															

